

Pittsburgh Courier

POST OFFICE BOX 1828
PITTSBURGH 30, PA.
MAYFLOWER 1401

EDITORIAL ROOMS

22 March 1945

Mr. Abe Manley,
71 Crawford St.,
Newark, N. J.

Dear Sir:

Spring is here, baseball is in the air, and I thought it apropos to write you relative to the affairs which are entrusted in our hands by the joint action of the two Leagues in New York early this year. As I understand it, our committee is known as the East-West Game Committee, and everything having to do with the operation of this game is to be placed in our hands so that we can make recommendations to the two Leagues as to the best plans for carrying out not only the details of the promotion, but for the distribution of money.

I am making some suggestions in order that we might have a basis upon which to agree or disagree. I think it was suggested at the meeting we held that we should submit to the two Leagues this proposition -- that AFTER the expenses involved in promoting the East-West Game had been paid, the balance of the money would be split up into three equal parts. The first third would go into the treasury of the two Leagues for the establishment of a fund for the baseball commissioner whoever he would be and whenever he would be selected. It was my understanding that this money would not only pay the salary of the commissioner, but would pay for his secretary, his clerical help, his office space, and other incidentals. Of course, this money would only serve as a basis for the fund and would be increased by commissions which would be paid into this fund.

The second third of the money would go into a player's pool. This pool would be under the direct control of a commission to be named by the two Leagues and by the players themselves. The money thus raised would be eventually used to either build or develop a home for indigent ball players, or could be used as the Major Leagues use the money, to help old ball players in distress.

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The remaining third of the money would be equally divided between the two Leagues and used as a reserve emergency fund, or split up as the Leagues saw fit. In this way, I believe that there would be plenty of reason to go "all out" in asking for public support. I feel that for the game to be played in New York the Tuesday after the Sunday East-West Game, that forty per cent of this money should be devoted to the office of the commissioner, and to the player's pool (that is twenty per cent each) and the other sixty per cent should go to the two Leagues to be used as they saw fit. There was a counter proposal offered, but I am not clear on this score, and I would suggest that if you think of another proposal which you would present, that you would write me about it.

I believe that in addition to this phase of the East-West Game, this committee should make a very close study of the entire promotion of the game. It is my honest belief that we should name the person or persons in Chicago who have to deal with promoting the game. I believe it is absolutely essential that we receive receipted bills for every penny spent; that we very thoroughly check the monies expended for radio, for placard advertising, for daily paper publicity, for billboard advertising, for street sign advertising, and other incidentals. I believe that this committee should take complete charge of all the tickets for the game, and that the list of free passes should be cut to a minimum. Certainly, I do not think there is any reason why anyone other than club owners and gentlemen of the press should be given free passes. There are too many people clamoring to get into the game each year who are turned away for us to give away free passes.

I also think that we should have a very close check each year on the turnstiles, and we should check very carefully to see that with the exception of the free passes which we give out, money for all other seats in the park should be accounted for.

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I think that we should discuss this year the idea of increasing the prices for the game.

I think that the two Leagues should stage a big banquet on the night before the East-West Game. This banquet should be in honor of the sports writers of the country, and each year an outstanding baseball figure should be the principal speaker. I think that we might get the President of the National or American League to address the gathering this year. I think that would lend tone to the venture, and certainly inasmuch as the sports editors of every daily newspaper in Chicago and environs would be invited, we would get some very fine publicity on this score.

I also think that the various clubs should underwrite the expenses of sports writers in their various areas. By this, I mean that the Black Yanks and the Cubans should see that the sports editors of New York papers get to the game; that the Philadelphia Phillies and the Newark Eagles would see to it that sports editors from the two Philadelphia papers attended; that the Washington Grays and the Baltimore Elites would see to it that the Washington and Baltimore papers were represented; that the Grays would see to it that Pittsburgh newspapers were represented; that the Cleveland Club and the Cincinnati Club would work together to see that Indianapolis and Cleveland and Columbus papers were represented; that the Kansas City Monarchs would see that Kansas City and St. Louis were represented; and that Chicago would go along with Memphis and Birmingham to see that we got adequate representation out of the South. I think this is little enough for the Clubs to do to show their appreciation to the sports writers for their months of work.

These are some of the ideas which I have in mind. Add to them if you want to; give me hell about those which you don't think will work.

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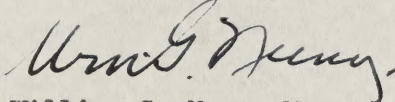
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I am suggesting that we meet in Chicago within the next month or six weeks; secure the ball park and arrange the date in the name of the two Leagues; talk with Mr. Harrison; go over the program for other years and see where we can improve on it and determine the date of the game and the men whom we will depend on. An immediate reply to this letter will be appreciated.

Very truly yours,



William G. Nunn, Managing Editor
THE PITTSBURGH COURIER

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